33 Holborn London

ECIN 2HT

Telephone 020 7695 6000 www.j-sainsbury.co.uk

Ext:

020 7695 6378 020 7695 6378

19 October 2006

Fax:

Date:

Dear Sir

USA



Securities and Exchange Commission

Room 3094 STOP 3-6

450 Fifth Street N.W.

Washington DC 20549

Office Of the International Corporate Finance

SUPPL

J Sainsbury Announces: Notification of Transactions of Directors

Please find enclosed a copy of the above announcements made to the London Stock Exchange on 19th October 2006.

Yours sincerely

Hazel Jarvis Deputy Secretary

Enc

PROCESSED

NOV 0 3 2008

THOMSON FINANCIAL

Registered office as above Registered number 185647 England

1. Name of the issuer

J Sainsbury plc

- 2. State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a); or
- (ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or
- (iii) both (i) and (ii)

(i)and (ii)

3. Name of person discharging managerial responsibilities/director

Justin Matthew King

4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person

N/A

5. Indicate whether the notification is in respect of a holding of the *person* referred to in 3 or 4 above or in respect of a non-beneficial interest

Justin Matthew King - J Sainsbury plc share purchase plan trust

6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

Ordinary Shares 28417 p each

7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them

HDSL Nominees Limited - SIP

9. Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> acquired
29
10. Percentage of issued class acquired (treasury shares of that class should not be
taken into account when calculating percentage)
n/a
11 Number of above, debentures or financial instruments relating to shares disposed
11. Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> disposed
n/a
12. Percentage of issued class disposed (treasury shares of that class should not be
taken into account when calculating percentage)
n/a
13. Price per share or value of transaction
394.00p
14. Date and place of transaction
19 October 2006
15 Total halding following notification and total percentage holding following
15. Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating
percentage)
273,919
16. Date issuer informed of transaction
19 October 2006

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes 17 Date of grant 18. Period during which or date on which it can be exercised 19. Total amount paid (if any) for grant of the option *** *** *** *** *** *** *** *** *** *** *** *** *** 20. Description of shares or debentures involved (class and number) *** *** *** *** *** *** *** *** *** *** *** *** 21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise 22. Total number of shares or debentures over which options held following notification

Shares purchased under the Sainsbury's Colleague Share Purchase Plan	
24. Name of contact and telephone number for queries	
David Kinnair 0207 695 6505	
Name and signature of duly authorised officer of issuer responsible for making notification	cin;
Hazel Jarvis	
Date of notification	
19 October 2006	

23. Any additional information

1. Name of the <i>issuer</i>
J Sainsbury plc
2. State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a); or
(ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or
(iii) both (i) and (ii)
<i>(i)</i>
3. Name of person discharging managerial responsibilities/director
Gwyn Burr
4. State whether notification relates to a <i>person</i> connected with a <i>person discharging managerial responsibilities/director</i> named in 3 and identify the <i>connected person</i>
N/A
5. Indicate whether the notification is in respect of a holding of the <i>person</i> referred to in 3 or 4 above or in respect of a non-beneficial interest
Gwyn Burr - J Sainsbury plc share purchase plan trust
6. Description of <i>shares</i> (including <i>class</i>), debentures or derivatives or financial instruments relating to <i>shares</i>
Ordinary Shares 28 ^{4/7} p each
7. Name of registered shareholders(s) and, if more than one, the number of shares

HDSL Nominees Limited - SIP

held by each of them

9. Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> acquired
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10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)
n/a
11. Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> disposed
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394.00p
14. Date and place of transaction
19 October 2006
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62,501
16. Date issuer informed of transaction
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8 State the nature of the transaction

Purchase

19 October 2006

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<i>(i)</i>

3. Name of person discharging managerial responsibilities/director
Kennedy McMeikan
4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person
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Justin Matthew King

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HDSL Nominees Limited - SIP

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n/a
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taken into account when calculating percentage)
n/a
13. Price per share or value of transaction
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394.00p
394.00p
394.00p 14. Date and place of transaction
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If a person discharging managerial responsibilities has been granted options by

the issuer complete the following boxes

Shares purchased under the Sainsbury's Colleague Share Purchase Plan
24. Name of contact and telephone number for queries
David Kinnair 0207 695 6505
Name and signature of duly authorised officer of issuer responsible for making notification
Hazel Jarvis
Date of notification
19 October 2006

23. Any additional information

1. Name of the issuer

HDSL Nominees Limited - SIP

J Sainsbury plc
2. State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a); or
(ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or
(iii) both (i) and (ii)
<i>(i)</i>
3. Name of person discharging managerial responsibilities/director
Gwyn Burr
4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person
N/A
5. Indicate whether the notification is in respect of a holding of the <i>person</i> referred to in 3 or 4 above or in respect of a non-beneficial interest
Gwyn Burr - J Sainsbury plc share purchase plan trust
6. Description of <i>shares</i> (including <i>class</i>), debentures or derivatives or financial instruments relating to <i>shares</i>
Ordinary Shares 28 ^{4/7} p each
7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them

Purchase
9. Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> acquired
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10. Percentage of issued <i>class</i> acquired (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage)
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Justin Matthew King - J Sainsbury plc share purchase plan trust

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HDSL Nominees Limited - SIP

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Justin Matthew King - J Sainsbury plc share purchase plan trust

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HDSL Nominees Limited - SIP

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16. Date issuer informed of transaction
19 October 2006

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes
17 Date of grant
18. Period during which or date on which it can be exercised
19. Total amount paid (if any) for grant of the option
20. Description of <i>shares</i> or debentures involved (<i>class</i> and number)
21. Exercise price (if fixed at time of grant) or indication that price is to be fixed a the time of exercise
22. Total number of shares or debentures over which options held following notification

Shares purchase Plan	ed under the Sainsbury's Colleague Share Purchase
24. Name of con	ntact and telephone number for queries
David Kinnair 0	207 695 6505
Name and signs	ature of duly authorised officer of <i>issuer</i> responsible for making
Hazel Jarvis	
Date of notificat	tion
19 October 2006	

23. Any additional information

1. Name of the <i>issuer</i>
J Sainsbury plc
2. State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a); or
(ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or
(iii) both (i) and (ii)
(i)
3. Name of person discharging managerial responsibilities/director
Gwyn Burr
4. State whether notification relates to a <i>person</i> connected with a <i>person discharging managerial responsibilities/director</i> named in 3 and identify the <i>connected person</i>
N/A
5. Indicate whether the notification is in respect of a holding of the <i>person</i> referred to in 3 or 4 above or in respect of a non-beneficial interest
Gwyn Burr - J Sainsbury plc share purchase plan trust
6. Description of <i>shares</i> (including <i>class</i>), debentures or derivatives or financial instruments relating to <i>shares</i>
Ordinary Shares 28 ^{4/7} p each
7. Name of registered shareholders(s) and, if more than one, the number of shares

held by each of them

HDSL Nominees Limited - SIP

9. Number of shares, debentures or financial instruments relating to shares acquired
29
10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)
n/a
11. Number of shares, debentures or financial instruments relating to shares disposed
n/a
12. Percentage of issued <i>class</i> disposed (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage)
n/a
13. Price per share or value of transaction
<i>394.00p</i>
14. Date and place of transaction
19 October 2006
15. Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating percentage)
62,501
16. Date issuer informed of transaction

8 State the nature of the transaction

Purchase

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes
17 Date of grant
18. Period during which or date on which it can be exercised
19. Total amount paid (if any) for grant of the option
······································
20. Description of shares or debentures involved (class and number)
21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at
the time of exercise
22. Total number of <i>shares</i> or debentures over which options held following notification

23. Any additional information
Shares purchased under the Sainsbury's Colleague Share Purchase Plan
24. Name of contact and telephone number for queries
David Kinnair 0207 695 6505
Name and signature of duly authorised officer of issuer responsible for making notification
Hazel Jarvis
Date of notification 19 October 2006
NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS
1. Name of the issuer
J Sainsbury plc
2. State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a); or
(ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or
(iii) both (i) and (ii)
(i)

	ne of person discharging managerial responsibilities/director
Kenne	dy McMeikan
	e whether notification relates to a person connected with a person discharging perial responsibilities/director named in 3 and identify the connected person
N/A	
	cate whether the notification is in respect of a holding of the <i>person</i> referred to 4 above or in respect of a non-beneficial interest
Kenne	dy McMeikan - J Sainsbury plc share purchase plan trust
	scription of shares (including class), debentures or derivatives or financial nents relating to shares
Ordina	ary Shares 28 ^{4/7} p each
	ne of registered shareholders(s) and, if more than one, the number of shares y each of them
HDSL	Nominees Limited - SIP
8 State	the nature of the transaction
Purch	nse
9. Nun <i>29</i>	nber of shares, debentures or financial instruments relating to shares acquired
	rcentage of issued <i>class</i> acquired (<i>treasury shares</i> of that <i>class</i> should not be nto account when calculating percentage)
n/a	
	mber of shares, debentures or financial instruments relating to shares disposed

12. Percentage of issued <i>class</i> disposed (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage)
n/a
13. Price per <i>share</i> or value of transaction
394.00p
14. Date and place of transaction
19 October 2006
15. Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating percentage)
52,974
16. Date issuer informed of transaction
19 October 2006
If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes
17 Date of grant
18. Period during which or date on which it can be exercised
19. Total amount paid (if any) for grant of the option

20. Description of shares or debentures involved (class and number)
21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise
22. Total number of <i>shares</i> or debentures over which options held following notification
23. Any additional information
Shares purchased under the Sainsbury's Colleague Share Purchase Plan
24. Name of contact and telephone number for queries
David Kinnair 0207 695 6505
Name and signature of duly authorised officer of issuer responsible for making notification
Hazel Jarvis

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Date of notification

1. Name of the issuer

J Sainsbury plc

- 2. State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a); or
- (ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or
- (iii) both (i) and (ii)

(i)and (ii)

3. Name of person discharging managerial responsibilities/director

Justin Matthew King

4. State whether notification relates to a *person* connected with a *person discharging* managerial responsibilities/director named in 3 and identify the connected person

N/A

5. Indicate whether the notification is in respect of a holding of the *person* referred to in 3 or 4 above or in respect of a non-beneficial interest

Justin Matthew King - J Sainsbury plc share purchase plan trust

6. Description of *shares* (including *class*), debentures or derivatives or financial instruments relating to *shares*

Ordinary Shares 284/7 p each

7. Name of registered shareholders(s) and, if more than one, the number of shares held by each of them

HDSL Nominees Limited - SIP

8 State the nature of the transaction

29
10. Percentage of issued <i>class</i> acquired (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage)
n/a
11. Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> disposed n/a
12. Percentage of issued <i>class</i> disposed (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage)
n/a
13. Price per share or value of transaction
394.00p
14. Date and place of transaction
19 October 2006
15. Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating percentage)
273,919
16. Date issuer informed of transaction
19 October 2006

9. Number of shares, debentures or financial instruments relating to shares acquired

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes
17 Date of grant
18. Period during which or date on which it can be exercised
19. Total amount paid (if any) for grant of the option
20. Description of <i>shares</i> or debentures involved (<i>class</i> and number)
21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise
22. Total number of <i>shares</i> or debentures over which options held following notification

Shares purchased under the Sainsbury's Colleague Share Purchase Plan
24. Name of contact and telephone number for queries
David Kinnair 0207 695 6505
Name and signature of duly authorised officer of issuer responsible for making notification
Hazel Jarvis
Date of notification
19 October 2006

23. Any additional information

1. Name of the <i>issuer</i>
J Sainsbury plc
2. State whether the notification relates to (i) a transaction notified in accordance with DR 3.1.4R(1)(a); or
(ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or
(iii) both (i) and (ii)
(i)
3. Name of person discharging managerial responsibilities/director
Gwyn Burr
4. State whether notification relates to a <i>person</i> connected with a <i>person discharging</i> managerial responsibilities/director named in 3 and identify the connected person
N/A
5. Indicate whether the notification is in respect of a holding of the <i>person</i> referred to in 3 or 4 above or in respect of a non-beneficial interest
Gwyn Burr - J Sainsbury plc share purchase plan trust
6. Description of <i>shares</i> (including <i>class</i>), debentures or derivatives or financial instruments relating to <i>shares</i>
Ordinary Shares 28 ^{4/7} p each
7. Name of registered shareholders(s) and, if more than one, the number of shares

HDSL Nominees Limited - SIP

held by each of them

9. Number of <i>shares</i> , debentures or financial instruments relating to <i>shares</i> acquired
29
10. Percentage of issued class acquired (treasury shares of that class should not be taken into account when calculating percentage)
n/a
11. Number of shares, debentures or financial instruments relating to shares disposed
n/a
12. Percentage of issued <i>class</i> disposed (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage)
n/a
13. Price per share or value of transaction
394.00p
14. Date and place of transaction
19 October 2006
15. Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating percentage)
62,501
16. Date issuer informed of transaction
19 October 2006

8 State the nature of the transaction

Purchase

If a person discharging managerial responsibilities has been granted options by the issuer complete the following boxes 17 Date of grant 18. Period during which or date on which it can be exercised 19. Total amount paid (if any) for grant of the option *** *** *** *** *** *** *** *** *** *** *** *** *** 20. Description of shares or debentures involved (class and number) 21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise *** 22. Total number of shares or debentures over which options held following notification

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23. Any additional information
Shares purchased under the Sainsbury's Colleague Share Purchase Plan
24. Name of contact and telephone number for queries
David Kinnair 0207 695 6505
Name and signature of duly authorised officer of issuer responsible for making notification
Hazel Jarvis
Date of notification
19 October 2006
NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS
1. Name of the issuer
J Sainsbury plc
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(ii) DR 3.1.4(R)(1)(b) a disclosure made in accordance with section 324 (as extended by section 328) of the Companies Act 1985; or
(iii) both (i) and (ii)

(i)

3. Name of person discharging managerial responsibilities/director
Kennedy McMeikan
4. State whether notification relates to a person connected with a person discharging managerial responsibilities/director named in 3 and identify the connected person
N/A
5. Indicate whether the notification is in respect of a holding of the <i>person</i> referred to in 3 or 4 above or in respect of a non-beneficial interest
Kennedy McMeikan - J Sainsbury plc share purchase plan trust
6. Description of <i>shares</i> (including <i>class</i>), debentures or derivatives or financial instruments relating to <i>shares</i>
Ordinary Shares 28 ^{4/7} p each
7. Name of registered shareholders(s) and, if more than one, the number of <i>shares</i> held by each of them
HDSL Nominees Limited - SIP
8 State the nature of the transaction
Purchase
9. Number of shares, debentures or financial instruments relating to shares acquired
29
10. Percentage of issued <i>class</i> acquired (<i>treasury shares</i> of that <i>class</i> should not be taken into account when calculating percentage)
n/a
11. Number of shares, debentures or financial instruments relating to shares disposed
n/a

12. Percentage of issued class disposed (treasury shares of that class should not be taken into account when calculating percentage)
n/a
13. Price per <i>share</i> or value of transaction
394.00p
14. Date and place of transaction
19 October 2006
15. Total holding following notification and total percentage holding following notification (any <i>treasury shares</i> should not be taken into account when calculating percentage)
52,974
16. Date issuer informed of transaction
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Date of notification